



ORD-28

CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



February 2, 2010

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www.LBParks.org

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HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Recommendation to declare Ordinance amending Sections 10.30.010, 10.30.040, and 10.30.050, of the Long Beach Municipal Code, all related to beach area parking lots, to include definitions of all beach area parking lots, and update periods applicable to the collection of fees in said lots, read the first time and laid over to the next regular meeting of the City Council for final reading. (Districts 2 and 3)

DISCUSSION

The Department of Parks, Recreation and Marine operates and maintains the City's beach area parking lots. Currently, customers parking in these lots between the hours of 8:00 a.m. and 6:00 p.m. are required to pay for parking. Parking in the metered Shoreline Park parking lot and the Marina Green parking lot has been free after 6:00 p.m. Staff has noted that customers of the retail establishments in The Pike and Shoreline Village will park in these lots since there is no charge after 6:00 p.m. This practice has a detrimental affect on overall parking management in the area. The majority of City parking resources for the Shoreline Park area (parking staff, security systems) are positioned at the Aquarium parking structure. Encouraging motorists to park in the Aquarium parking structure will allow better utilization of these resources.

The Long Beach Municipal Code, Chapter 10.30, relates to beach area parking lots, including definitions, hours that parking fees will be collected, and parking time limits. The proposed Municipal Code changes are defined as follows:

- Section 10.30.010 designates and defines the parking lots, collectively known as beach area parking lots. The change to this section corrects the numbering sequence in the Municipal Code.
- Section 10.30.040 provides for the hours that fees are collected for use of the various lots. The proposed changes will increase the hours of meter operation until midnight (12:00 a.m.) for the Shoreline Park parking lot and the Marina Green parking lot.
- Section 10.30.050 will be amended to extend the parking time limits from ten hours per day to 16 hours per day in order to accommodate these changes.

"We create community and enhance the quality of life through people, places, programs and partnerships"

The proposed changes in meter operation to 12:00 a.m. will create a more efficient parking system by encouraging patrons to park in the Aquarium parking structure. This shift in parking habits will also enhance revenues for the Aquarium parking structure, which are needed in order to support bond payments for the facility.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on January 13, 2010, and Budget and Performance Management Bureau Manager David Wodynski on January 14, 2010.

TIMING CONSIDERATIONS

City Council action is requested on February 2, 2010, to incorporate these changes to the Long Beach Municipal Code as soon as possible.

FISCAL IMPACT

It is anticipated that the additional time for parking fee collection will result in increased revenues of \$10,000 annually in the Tidelands Fund (TF 401), and \$20,000 annually in the Rainbow Harbor Area Fund (TF 411) in the Department of Parks, Recreation and Marine (PR).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:MS:bjg
Attachment: Ordinance

APPROVED:



PATRICK H. WEST
CITY MANAGER

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
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ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH AMENDING THE LONG BEACH
MUNICIPAL CODE BY AMENDING SECTIONS 10.30.010,
10.30.040, AND 10.30.050, ALL RELATING TO BEACH
AREA PARKING LOTS

The City Council of the City of Long Beach ordains as follows:

Section 1. Section 10.30.010 of the Long Beach Municipal Code is
amended to read as follows:

10.30.010 Designated-Definitions.

A. The beach area parking lots of the City shall be those parking
lots owned by the City that are described and named as follows:

1. Ocean Beach Parking Lots. The Ocean Beach parking
lots shall be those parking lots that lie south of Ocean Boulevard, which lots
are individually named and described as follows:

a. Junipero Avenue Parking Lot. The Junipero
Avenue parking lot is the parking lot located on the beach southerly of the
intersection of Junipero Avenue and Ocean Boulevard.

b. Belmont Pier-Plaza Parking Lot. The Belmont
Pier-Plaza parking lot is the parking lot located on the beach southerly of
Allin Street between Belmont Pier on the west and the southerly projection
of Termino Avenue on the east.

c. Granada Avenue Parking Lot. The Granada
Avenue parking lot is the parking lot located on the beach southerly of
Ocean Boulevard between the intersection of Ocean Boulevard and

1 Avenue on the west and the intersection of Granada Avenue and Ocean
2 Boulevard on the east.

3 d. La Verne Avenue Parking Lot. The La Verne
4 Avenue parking lot is the parking lot located on the beach southerly of the
5 intersection of Ocean Boulevard and La Verne Avenue.

6 e. Fifty-Fourth Place Parking Lot. The Fifty-Fourth
7 Place parking lot is the parking lot located on the beach southerly of Ocean
8 Boulevard between the southerly projection of Bay Shore Avenue on the
9 west and the southerly projection of Fifty-Fourth Place on the east.

10 f. Seventy-Second Place Parking Lot. The
11 Seventy-Second Place parking lot is the parking lot located on the beach
12 southerly of the easterly projection of Ocean Boulevard between Seventy-
13 First Place on the west and the Alamitos Bay entrance channel on the east.

14 g. Alamitos Avenue Parking Lot. The Alamitos
15 Avenue parking lot is the parking lot located on the beach southerly of
16 Ocean Boulevard and easterly of the southerly prolongation of Alamitos
17 Avenue.

18 h. Claremont Launch Ramp Parking Lot. The
19 Claremont Launch Ramp parking lot is located southerly of Ocean
20 Boulevard at Claremont Avenue.

21 i. Davies Launch Ramp Parking Lot. The Davies
22 Launch Ramp parking lot is located at 6201 East Second Street.

23 j. Shoreline Park Parking Lot. The Shoreline Park
24 parking lot is the parking lot located easterly of the Queens Way Bridge and
25 adjacent to Shoreline Park and Pierpoint Landing.

26 k. South Shore Launch Ramp and Lot. The South
27 Shore Launch Ramp and lot is the parking lot located on Queens Way
28 Drive, westerly of the Queens Way Bridge.

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2. Catalina Landing South Parking Lot. The Catalina Landing South parking lot is located west of Queens Way Bridge and east of the Catalina Landing Basin.

3. Alamitos Bay Beach Parking Lots. The Alamitos Bay Beach parking lots shall be those defined, described and named as follows:

a. Bay Shore Playground Parking Lot. The Bay Shore playground parking lot is the parking lot located northerly of Ocean Boulevard between Fifty-Fourth Place on the west and Fifty-Fifth Place on the east.

b. Marine Park Parking Lot. The Marine Park parking lot is the parking lot located adjacent to Marine Park, which lot lies southeasterly of the northeasterly projection of Ravenna Drive and lies northerly and northeasterly of Appian Way.

4. Colorado Lagoon Beach Parking Lots. The Colorado Lagoon Beach parking lots shall be those defined, described and named as follows:

a. Colorado Lagoon South Parking Lot. The Colorado Lagoon South parking lot is the parking lot that lies northeasterly of Appian Way between the intersection of Appian Way and Park Avenue on the west and the intersection of Appian Way and Colorado Boulevard on the east, between the Appian Way and the Colorado Lagoon.

b. Colorado Lagoon North Parking Lot. The Colorado Lagoon North parking lot is the parking lot that lies between Recreation Park 9-hole Golf Course and the Colorado Lagoon, southerly of Sixth Street.

5. Shoreline Marina Parking Lots. The Shoreline Marina parking lots shall be defined, described and named as follows:

a. Marina Green Parking Lot. The Marina Green

1 parking lot is the parking lot located southerly of Shoreline Drive and
2 adjacent to and easterly of Shoreline Village Drive and north of the
3 Shoreline Marina.

4 b. Shoreline Marina Parking Lot. The Shoreline
5 Marina parking lot is the parking lot located southerly of Shoreline Drive
6 adjacent to and easterly of Shoreline Village Drive immediately north of the
7 Shoreline Marina and is commonly referred to as the boat owners' lot from
8 gangways R through GG.

9 c. West Mole Parking Lot. The West Mole parking
10 lot is the parking facility located on the west mole of the Shoreline Marina.

11 6. Alamitos Bay Marina Parking Lots. Alamitos Bay Marina
12 parking lots are those located at marina Basins 1, 2, 3, 4, 5 and 6 and
13 Naples Landing as defined in section 16.08.130 of the Long Beach
14 Municipal Code.

15 B. "Parking meter" shall have the same meaning as set forth in
16 Section 10.28.010 of the Long Beach Municipal Code.

17 C. "Slot meter" means any device with numbered apertures to
18 receive money corresponding to the similar numbered parking space.

19
20 Section 2. Section 10.30.040 of the Long Beach Municipal Code is
21 amended to read as follows:

22 10.30.040 Parking fees-Period not applicable.

23 No parking fee shall be collected for lot use prior to eight o'clock
24 (8:00) A.M. or subsequent to eight o'clock (8:00) P.M. for all beach area
25 parking lots, with the exception of the Shoreline Park Parking Lot and the
26 Marina Green Parking Lot. No parking fee shall be collected for lot use prior
27 to eight o'clock (8:00) A.M. or subsequent to twelve midnight (12:00) A.M.
28 for the Shoreline Park Parking Lot and Marina Green Parking Lot. This

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Section is applicable except as provided in Section 10.30.090.

Section 3. Section 10.30.050 of the Long Beach Municipal Code is amended to read as follows:

10.30.050 Special regulations-Parking time limits.

In no case shall the time limit during which a parking fee is payable for lot use on any day be in excess of a single sixteen (16) hour period.

Section 4. The City Clerk shall certify to the passage of this ordinance by the City Council and cause it to be posted in three (3) conspicuous places in the City of Long Beach, and it shall take effect on the thirty-first (31st) day after it is approved by the Mayor.

I hereby certify that the foregoing ordinance was adopted by the City Council of the City of Long Beach at its meeting of _____, 20__, by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

Approved: _____
(Date)

Mayor